



Changes to tobacco products in 2025

Information for people who smoke

Tobacco laws in Australia have changed to protect people from the health harms of smoking.

Main points

- In 2025, tobacco products sold in Australia will look different, taste different, feel different, be called something different, and will only be available in specific sizes and packaging.
- The changes will reduce the appeal of cigarettes and other tobacco products, ensure the harms of smoking are clear, and help make it easier for you to quit.
- The changes may mean some tobacco products will no longer be available.
- The changes do not reduce the health risk of smoking. No tobacco product or level of smoking is safe, and all tobacco is addictive.

Changes to tobacco products

In 2025, tobacco products will:



Taste and feel different

Certain ingredients, flavours (including menthol, rum and clove) and accessories (including crush balls) will be banned. These mask the harshness of tobacco, make it more addictive, easier to smoke and harder to quit.



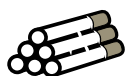
Have different names

Words like 'smooth' and names like 'gold' – that can falsely suggest some products are less harmful – will be removed.



Be consistent in size

Each cigarette pack will have 20 sticks, filtered or little cigar packs will have 20 cigars, and roll-your own pouches will have 30 grams of tobacco. Each cigarette carton must have 10 packs.



Be consistent in shape and filter

Each cigarette stick will be the same length and width. Unique filters will be banned.



Have new health information and support to quit

Updated health warnings and messages will be applied to packaging and products. New information cards inside packaging will help support people to quit.

Changes come into full effect on 1 July 2025, but you may start to see these changes in store before this date.

The changes do not reduce the health risk of smoking. No tobacco product or level of smoking is safe, and all tobacco is addictive.

Why are these changes being made?

The changes will reduce the appeal of cigarettes and other tobacco products, and ensure the harms of smoking are clear. This will help make it easier for people to quit smoking, stay quit, and not start in the first place.

Tobacco smoking is the leading cause of preventable death in Australia. It is estimated to kill more than 24,000 Australians each year. This means one person dies from smoking every 22 minutes.

Smoking reduces your life expectancy, quality of life and increases risk of disease, including cancer, heart disease, stroke and diabetes.

The only way to reduce harm is to not smoke.

Help to quit

There's never been a better time to quit smoking.

No matter how long you've been smoking, it's never too late to quit and there are lots of tools and support to help.



Talk to your doctor, pharmacist or other health professional for support and advice on what options are available to help you quit, including medications which may help to reduce withdrawal symptoms.



Call the Quitline on 13 QUIT (13 7848) for confidential free advice from professional counsellors on how to quit smoking or vaping.



Visit quit.org.au for information, tools and a range of support options.



Download the free [My QuitBuddy](#) app through the Apple App Store or Google Play. My QuitBuddy offers both smoking and vaping quit support, distractions from cravings and allows you to connect with others who are also quitting.

More information

Find out more about these changes at health.gov.au/tobacco-control